



CITY OF GLENDALE, CALIFORNIA

REPORT TO THE:

Joint City Council Housing Authority Successor Agency Oversight Board

February 23, 2016

AGENDA ITEM

Report: Reduction of News Rack Annual Registration Fee for FY 2015-16.

- 1) Resolution amending the FY 2015-16 Citywide Fee Schedule to update Community Development Department fees related to News Rack Annual Registration Fees

COUNCIL ACTION

Public Hearing Ordinance Consent Calendar Action Item Report Only

Approved for 2/23/16 calendar

ADMINISTRATIVE ACTION

Submitted by:
Robert P. Elliot, Director of Finance

Prepared by:
Armen Harkalyan, Revenue Manager

Approved by:
Scott Ochoa, City Manager

Reviewed by:
Yasmin K. Beers, Assistant City Manager

Michael J. Garcia, City Attorney

Michele Flynn, Assistant Director of Finance

Philip Lanzafame, Director of Community Development

Signature
Robert Elliot
Armen Harkalyan
Scott Ochoa
Yasmin K. Beers
Michael J. Garcia
Michele Flynn
Philip Lanzafame

RECOMMENDATION

It is recommended that the City Council approve the following:

- 1) Resolution amending the FY 2015-16 Citywide Fee Schedule to update Community Development Department fees related to News Rack Annual Registration Fees

BACKGROUND/ANALYSIS

The Finance Department established as one of its goals for FY 2014-15 to conduct a user fee study. The purpose of the Study was to ensure that the City is accurately charging for the true cost of providing City services to be in compliance with Proposition (218). As a result of the Study, City Council adopted Resolution No. - 14-88 implementing the citywide fee schedule for the FY 2014-15 budget. Resolution No. - 14-88 increased the annual registration fee for news racks from \$52 to \$241, to recoup 100% of the costs associated with processing registrations and conducting inspections as identified in the 2014 fee study.

Several months following the adoption of the \$241 news rack fee, at its regular meeting on February 10, 2015, the City Council directed further study of the news rack fees to determine if reductions in the scope of services that the fee pays for could be identified to reduce the fee. On March 10, 2015 Council suspended the collection of the fee at \$241 and reduced it to its original fee of \$52 while City staff conducted the additional review.

On May 12, 2015, as part of the FY 2015-16 budget study session, staff recommended to keep its news rack inspection and registration processing unchanged at two inspections per year due to concerns with graffiti/vandalism, as most news racks are situated in very visible commercial locations.

On June 2, 2015, City Council voted to implement a fee of \$121 which represented a 50% cost subsidy based on the \$241 full cost recovery amount identified in the 2014 fee study. The new adopted fee of \$121 became effective July 2, 2015.

At its regular meeting on February 9, 2016, City Council directed staff to come back with a fee resolution to amend the FY 2015-16 Citywide Fee Schedule and reduce the News Rack fees back to the FY 2013-14 fee level of \$52. Therefore, the attached resolution will reduce the fee from \$121 back to the original amount of \$52. The \$52, as specified in the resolution, will be retroactive as of July 1, 2015.

FISCAL IMPACT

The proposed resolution would reduce annual registration fees collected from \$121 per news rack to \$52 per news rack. Annually, this reduction revises our revenue estimates from \$16,940 to \$7,280, which is based on estimated 140 news racks.

ALTERNATIVES

The City Council may consider any of the following alternatives:

Alternative 1: The City Council can adopt the proposed resolution

Alternative 2: The City Council may choose not to adopt the proposed resolution

Alternative 3: The City Council may consider any other alternative not proposed by staff.

CAMPAIGN DISCLOSURE

Not Applicable

EXHIBITS

None

RESOLUTION NO. _____

**RESOLUTION OF THE COUNCIL OF THE CITY OF GLENDALE, CALIFORNIA AMENDING
RESOLUTION 15-96, THE CITYWIDE FEE SCHEDULE, TO REDUCE THE NEWS RACK
ANNUAL REGISTRATION FEE**

WHEREAS, on June 02, 2015, City Council considered and adopted the 2015-2016 Citywide Fee Schedule, Resolution No. 15-96 (hereinafter, "Citywide Fee Schedule") which consolidated into a comprehensive schedule all City fees, schedules, charges, rates and penalties to be published on the City's website and to be reviewed and updated annually as part of the budget process; and

WHEREAS, Resolution No. 15-96 adopted a revised annual registration fee for news racks, increasing the fee from \$52 to \$121; and

WHEREAS, the City Council desires to reduce the said fee back to \$52.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF GLENDALE, CALIFORNIA:

SECTION 1. That the Council hereby amends resolution No. 15-96 and amends the annual registration fee for the news racks, as follows:

"Installation of News Racks in the Public Rights of Way Annual Registration - \$52.00 Per Rack"

SECTION 2: That such fees as set forth in this amendment to Resolution No. 15-96 shall become effective July 1, 2015 and all such fees prevail and apply in the event of a conflict with any other schedule, table, taxes, penalties, fees, rates or charges.

SECTION 3: Upon the effective date, all such fees adopted by this Resolution shall become a part of and incorporated into the Citywide Fee Schedule.

Adopted this _____ day of _____, 2016.

Mayor

ATTEST:

City Clerk

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES)
CITY OF GLENDALE)

I, Ardashes Kassakhian, City Clerk of the City of Glendale, do hereby certify that the foregoing Resolution No. _____ was adopted by the Council of the City of Glendale, California, at a regular meeting held on the _____ day of _____, 2016, and that the same was adopted by the following vote:

Ayes:

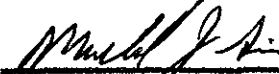
Noes:

Absent:

Abstain:

City Clerk

APPROVED AS TO FORM



CITY ATTORNEY
DATE 2/18/16